Now, the moment you’ve been waiting for—the specifics of the advertising project are to be revealed! I hope you will find this project challenging, exciting and inspiring! I look forward to seeing your creativity at work!

Goals of the project

You will apply the following to the project delineated below:

* Knowledge of persuasion, audience, diction, visual and textual rhetoric
* Team work skills—communication, collaboration, consensus
* Public speaking skills
* Writing skills—mechanics, style, tone
* Reading skills—making meaning from dense text, reading visual as well as written texts

Role: You are an employee or CEO of a start-up, not-for-profit advertising agency. Your company-specific role is to be determined within your company.

Audience: You are going to identify three possible clients in the community. You must select small, individually-owned businesses (not franchises or major corporations that already have marketing campaigns in place). The company you sign as your client will be your primary audience, in addition to your teacher, principal, district English supervisor, curriculum director and peers.

Products: Your company will create both a print advertisement and a 30-second commercial spot for your chosen client.

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| **Marking Period Grades** | **Due Dates** | **Final Exam Grades** | **Due Dates** |
| Cornell notes: handout 1 30 pts. (I) | **Thurs., May 2** | **50%** advertisement grades (group grade) | **May 28** |
| HW: Scholastic worksheets 10 pts. (I) | **Mon., May 6** |  |  |
| Team work: ad analysis 40 pts. (G) | **Tues., May 7** | **25%** final oral presentation at ad launch party(individual grade) | **May 29 or 30** |
| Cornell notes: handout 2 30 pts. (I) | **Tues., May 7** |  |  |
| Demographic analysis 50 pts. (G) | **Tues., May 14** | **25%** individual portfolio & reflections (individual grade) | **May 30** |
| Target audience delineation 30 pts. (G) | **Wed., May 15 (start of class)** |  |  |
| Print ad mock-up 30 pts. (G) | **Fri., May 17** |  |  |
| Commercial storyboard 50 pts. (G) | **Wed., May 21** |  |  |
| Commercial script 50 pts. (G) | **Wed., May 21** |  |  |